

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT LAKESHORE ECO-ECONOMIC &
MICRO-INCUBATOR STUDY SUB-COMMITTEE MEETING
FRIDAY, JANUARY 11, 2013**

A Regular Meeting of the Economic Development Lakeshore Eco-Economic & Micro-Incubator Study Sub-Committee was held on Friday, January 11, 2013 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:30 p.m. by Chairman Braddy.

2. ROLL CALL & DETERMINATION OF QUORUM:

Chairman	Roy Braddy	Present
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Tanya Boggs	Present
Sub-Committee Member	Joe Cerrato	Present
Sub-Committee Member	Bob Desmond	Present (arrived at 4:03pm)
Sub-Committee Member	Janet Deyette	Present
Sub-Committee Member	Jean Guida	Absent (excused)
Sub-Committee Member	Christine Peacock	Absent (excused)
Staff Liaison	Jerry Mayes	Present

Also present: Kathy Burley, CBE (Center for Business Excellence) Workforce District 11 and Mark Harper, Daytona News-Journal.

3. PLEDGE OF ALLEGIANCE: Pledge was recited.

4. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – December 14, 2012:

Chairman Braddy asked if everyone had a chance to review the minutes from December 14, 2012 and if there was any discussion; if not a motion is in order.

Motion was made by Mr. Cerrato, seconded by Ms. Deyette to approve the minutes for December 14, 2012 as published.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda:

5. WELCOME OF GUESTS & PUBLIC:

Mr. Mayes introduced Kathy Burley from the Center for Business Excellence, Workforce Development Board for Volusia/Flagler Counties. He stated Ms. Burley will be speaking to the Board a little later as we did not have a guest speaker scheduled for today.

6. CITY LIAISON REPORT:

A. Provide copy of DEDAB 4th Quarter Commission Report:

Mr. Mayes distributed copies of the 4th Quarter Sub-Committee DEDAB Report and went over the Lakeshore Eco-Economic & Micro-Incubator Study portion of the report. He stated research continues on the micro-incubator and he is actually meeting with Mr. Hardman, the owner's representative for the

Storaway Self-Storage on Howland Blvd. to talk about that project and others here in Deltona. He stated the main thing he wants to get from Mr. Hardman is what he thinks they will be charging for the space. He stated we have that on the agenda today to talk about but until we know what they are planning to charge for rent for the space whether we do or do not subsidize the rent is a moot point. He stated he had a meeting with Progress Energy/Duke Energy and they are not interested in discussing any use on their property. He stated next week he has a meeting with two people who represent the Enterprise Historical Society to get input from the stakeholders from that area. Ms. Deyette stated she had contacted one of the people as she had been asked to do since she has known that person for a long time; she stated that person had suggested she attend that meeting to possibly help. She offered to attend and Mr. Mayes agreed. Mr. Mayes stated the meeting would be just to start a dialogue prior to calling a whole community meeting. Mr. Mayes also spoke about the 5K Run event scheduled for February 16th in that area pointing out that Halifax Health would be sponsoring the event.

B. Update on request to DSC to become educational partner in micro-incubator:

Mr. Cerrato asked if Daytona State was onboard with the micro-incubator. Mr. Mayes stated he does have a meeting scheduled with them and will have to get back to him. He stated the City has prepared a letter which has been delivered to Suzette Cameron who gave the letter to Mary Bruno to present to the DSC President to present to the DSC Board of Directors; if the Board likes it, it will work its way back. He stated at that point he will present it to the City Manager who will in turn present it to the Commission and if they like it we can start discussing things. Chairman Braddy asked if Mr. Mayes knew where the letter is now. Mr. Mayes stated it is at DSC and is assuming we should have an answer back from them in February and hopefully by then it will have been able to work it through our chain also. Chairman Braddy asked if the sub-committee should put a time frame on this. Mr. Mayes stated he would follow-up and keep in touch with the sub-committee members via email on any updates. Mr. Cerrato suggested we could readdress this at each meeting to see if there has been any progress. Ms. Boggs suggested waiting until something is cemented by the City Commission and then look at a time frame. Mr. Mayes reminded the sub-committee that he is meeting with DSC next week and will report back. He suggested maybe one of the members might want to attend also.

Ms. Boggs asked if there was anything the sub-committee needed to do to help with promoting the 5K Run to help make it a successful event. Mr. Mayes passed out a stack of fliers for the event and asked that they be passed out wherever the members may go. He added he can email a pdf if members want to print their own.

7. OLD BUSINESS:

A. Public Sector Participants contributions: None

8. NEW BUSINESS:

A. Reintroduction of Officers for 2013:

- i. Roy Braddy, Chairperson**
- ii. Jack Kesler, Vice Chairperson**

Mr. Mayes stated last year since Mr. Braddy and Mr. Kesler had only served a short time before it was time to elect new officers; they were re-appointed upon approval of the sub-committee members present at the last meeting. He introduced Mr. Braddy as past and present Chair and Mr. Kesler as past and present Vice Chair of the sub-committee.

B. Guest Speaker as available:

Chairman Braddy stated he and Mr. Mayes had tried to find a speaker from an incubator to speak to us but were not successful; they will have someone next month. Mr. Mayes stated instead we have Kathy Burley who is going to talk about what the Center for Business Excellence, Workforce District 11 is doing in Volusia County. Ms. Burley stated CBE had relocated to the K-Mart Plaza about six months ago and had moved into their newly renovated facility on December 18th; she invited everyone to the grand opening. She gave an overview of what the CBE and the One Stop Center does pointing out that it receives government money for workforce development of the un-employed or under-employed to try to find quality applicants for local businesses. She added they are not an employment center however she does go out and develop opportunities in the community for the people coming into the one stop center. She stated they have seen a three-fold increase in foot traffic since moving to that location as this area has the largest population plus it is accessible by public transportation. She passed out a handout with an overview of a few of their services one of which is recruitment for new and expanding businesses. She stated they will be holding a recruitment event on February 9th where a company that is expanding will be coming in to do interviews. She stated they can also provide services if a company should have to do a lay-off to help those laid-off with resources for going through the re-employment process. She stated they also take job orders and can prescreen for quality applicants to refer to the job however they do not do the hiring, the employer does that. She spoke about a youth division the gives hard and soft skills and facilitates job shadowing for those who are looking to better themselves by getting job experience. Vice Chairman Kesler asked if she approaches high school students prior to leaving school. Ms. Burley stated typically the students in our area may have left high school for some reason so they get referred to the center for one-on-one help. She added CBE does help them get their GED and in some cases their associate's degree. Vice Chairman Kesler suggested that could be a positive thing if the center did reach out to the high school students to help direct them to the right types of classes. Ms. Burley agreed that was an incredible thought but added they probably don't have enough staff or funding for an initiative that big. She stated she did not actually work with the youth but would be glad to find out more. Mr. Mayes suggested Ms. Burley have the youth advisor get with him and he can put her in touch with Margaret Smith's office to see if she can put something together when all their guidance counselors come together for training. Ms. Burley stated she would make that introduction. Mr. Cerrato asked to clarify that the center mainly targets clientele that are not in high school who have skills. Ms. Burley thanked Mr. Cerrato for making that clarification and reiterated that jobs are their main concern and they primarily look for employable skills to match with employers in the community. She stated CBE also provides a federal bonding program that is free to the employer where bonding is provided for applicants who have been in trouble in the past.

Mr. Desmond arrived at 4:03pm; he apologized for being late due to the traffic.

Ms. Burley asked if there were any questions about their services. Chairman Braddy acknowledged that his organization (Hudson Technologies) has experience with the center and touched on some of the services provided by the center. He referred to the services as somewhat of a safety net for youth that fall through cracks and it helps them to get back on their feet. He stated his organization sometimes goes in and helps the center with things like strategic planning while the center sometimes helps his organization with grants. Ms. Burley thanked the sub-committee for letting her attend and speak.

C. Initial discussion of Micro-Incubator regarding City subsidy of rents:

Mr. Mayes stated until we know what Mr. Hardman from Storaway Self Storage is planning to charge for rent there would not be much for a discussion. He suggested they could table this discussion until the next meeting after he has met with Mr. Hardman. Mr. Cerrato agreed it should be tabled until there is further information but added he would like to have a time frame for when they may be ready to put things together to go before the Commission. Mr. Mayes stated the first thing they have to have is the cost to rent office space and possibly a bay for storage as well as additional parking spaces as needed; this would

be part of the micro-incubator package. He added our micro-incubator is a little different from the County's in that they take start-up companies; our focus is taking home businesses and helping them move into a business environment and we already have two businesses interested in the program. He stated these businesses cannot grow in a home environment since they are not allowed to have employees come there to meet to go to work or work there on the property unless they are family members and they are not allowed to have customers come to the property. He stated these restrictions are for the protection of the residential neighborhoods. He stated the second question is who is going to teach the business side of the micro-incubator. He stated he felt it might 30 – 60 days before we will be ready to get into final discussions on this item for presentation before the Commission. Ms. Deyette commented she wasn't familiar with the reference to Storaway Self Storage; she thought it was just storage units. Mr. Mayes explained that the manager there told him they were looking into making offices out of the on-site residence that had not ever been occupied and that those offices could possibly be used for an incubator. He stated it is to be converted onto 3 – 4 offices, a conference room and a combination kitchenette/copy room. Mr. Cerrato suggested giving a copy of the floor plan to the new members so they would have an idea of what we are discussing. Mr. Mayes stated he would get an updated version when he meets with Mr. Hardman next week. Mr. Mayes was asked to email it out to the members when he gets it rather than wait until next month's meeting. Mr. Cerrato called for a point of order to ask if they had agreed to table this discussion for now for the record. Mr. Mayes stated he believed everyone was in agreement to table this item.

9. MEMBER COMMENTS:

Ms. Deyette commented she is trying to catch up and that floor plan will be helpful. She agreed with Mr. Cerrato that we need some sort of time frame to get answers.

Mr. Cerrato thanked all the members that were at the groundbreaking for McDonalds and reiterated the importance of getting everyone out to these events.

Mr. Desmond commented he had a couple of questions regarding the micro-incubator. He asked if a determination had been made on the types of businesses that would be in the micro-incubator. Chairman Braddy commented there was discussion that we wanted it to look like our client base but did not want to exclude anyone within our community. Ms. Boggs suggested having different industries would be good to be able to see which ones would be more successful and be able to contribute to the success of the program. Mr. Desmond commented his other question is will it be first come first served when accepting businesses into the incubator. Mr. Mayes stated we have not come up with that process yet and that was one of the things the speaker he was hoping to have today would be speaking about. Mr. Desmond asked if we had a dollar amount on the subsidy portion of the program. Mr. Mayes answered that was part of the discussion that was tabled earlier.

Ms. Boggs commented she believed the members needed to begin discussion on the underwriting of the businesses to insure their success.

Mr. Cerrato asked how specific do they have to be before they go before the Commission initially or should we discuss that at the next meeting. Mr. Braddy commented he would move forward with coordination with Mr. Getz a teacher from Seminole County or someone from his organization to be at the next meeting to answer questions we may have.

Mr. Braddy asked Mr. Mayes for an update on the possibility of meeting with the Commission. Mr. Mayes stated he believed that DEDAB would possibly be giving a 10 – 15 minute introduction on what is being worked on at a Commission workshop scheduled in March.

10. PUBLIC COMMENTS: None

11. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

Next meeting scheduled for Friday, February 8, 2013 at 3:30 p.m. in the 2nd Floor Conference Room.

12. ADJOURNMENT:

Motion was made by Mr. Cerrato, seconded by Mr. Desmond to adjourn the meeting.

Motion carried with members present voting unanimously.

Meeting adjourned at 4:27 p.m.

Roy Braddy, Chairman

ATTEST:

Janet Day, Admin. Assistant II